Abstract of the Disclosure

An apparatus divides an original image into a plurality of areas, computes a characteristic amount for the plurality of areas, and computes a statistic amount for estimation of the status of an image using the characteristic amount. The statistic amount is compared with a predetermined value, a correcting parameter for correcting an image is determined based on the comparison result, and the original image is corrected using the correcting parameter. Thus, appropriate corrections can be made to images of various types and statuses.